

Nappies/Diapers/Pants in the Netherlands

March 2024

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Nappies/Diapers/Pants in the Netherlands - Category analysis

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2023 DEVELOPMENTS

An increase in the population under 3 years old drives growth

Private label records the strongest growth in 2023

Reusable products remains a small niche but is starting to become an important threat to nappies/diapers/pants

PROSPECTS AND OPPORTUNITIES

Increase in recycling over the forecast period boosts growth of disposables

More producer responsibility for recycling seen over the forecast period

Government subsidies such as the PaaS model boost growth of washables over the forecast period

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DISCLAIMER

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